CONSUMERS' INTEREST IN THE NEW MILK POLICY

A radio interview between Dr. Josephine Pierce of Lima, Ohio, Second Vice President of the General Federation of Women's Clubs, and Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, broadcast Thursday, January 18, at 5 P.M., EST, by NBC and a network of associated stations.

ANNOUNCER:

You are about to hear another of the weekly radio interviews arranged by the General Federation of Women's Clubs to explain the Agricultural Adjustment Program and other parts of the National Recovery Program from the consumer's view-point. Each Thursday at this hour Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, is interviewed on some phase of the recovery program. Miss Julia K. Jaffray, Chairman of the Public Welfare Division of the General Federation of Women's Clubs, who usually does the interviewing, was called to New York today. She asked Dr. Josephine Pierce of Lima, Ohio, second vice president of the Federation, to take her place. Dr. Pierce has been in Washington attending the annual meeting of the Federation's board of directors. Dr. Pierce.

DR. PIERCE:

I've listened to most of these radio interviews, Dr. Howe, and have enjoyed them. I never thought I'd take part in one.

DR. HOWE:

I wish it were possible, Dr. Pierce, for every woman in the country who does the family buying to sit down and talk to me, ask all the questions they want and tell what they think we should do to help the consumers and what consumers should do to help us. We want to understand the consumers' problems and we want them to understand ours.

DR. PIERCE:

If you could have such talks, you would find that there is a growing consciousness among consumers that the farmers' problem must be solved before we can have recovery. These radio interviews, Dr. Howe, are doing a great deal towards developing that consciousness.

DR. HOWE:

That's certainly good to hear! As I have said before, if these interviews do nothing more than give consumers an understanding of the farmer's problems, they are worth while.

DR. PIERCE:

Miss Jaffray warned me to watch the time, so I must get down to my job of interviewing. Last week, you remember, Miss Jaffray suggested you tell us today about the government's new milk policy.

DR. HOWE:

This new policy should certainly please consumers. But before we go into it, let me ask you, Dr. Pierce, whether you are familiar with its background.

DR. PIERCE:

Well--no--not as familiar as I should be, although I think I've heard all your milk interviews. That recent one, when you told about the public milk hearings--I think in that one you said the policy was going to be changed. I remember you told about the bad situation in Chicago and other places--I think it would be a good idea, Dr. Howe, if you don't mind, to go over the whole ground again.

DR. HOWE:

Alright! When the Agricultural Adjustment Administration came into being about eight months ago it found many of the milk markets in a demoralized state. Chaotic conditions prevailed. In some cases, dairy farmers were hardly getting

by; in other cases they were not getting by at all. You remember the milk strikes? You read of farmers dumping milk into ditches because, they said, it didn't pay to sell it. On one hand we had an abundance of food - good food that was going to waste waiting to be consumed; on the other hand, millions of human beings without the means to consume this abundance, many of them at starvation point. Dairymen kept on producing as much as ever, while incomes of the consumers of dairy products kept on shrinking. Have you read the current issue of our Consumers' Guide, Dr. Pierce?

DR. PIERCE:

No, I haven't, I'm sorry to say. I've been too busy with the sessions of our Federation board.

DR. HOWE:

I brought a copy with me. Just a minute till I find the page -- here it is. Now listen to these figures, Dr. Pierce. The price paid by consumers for typical family purchases of dairy products dropped 37 percent this past year as compared with 1929. But the price received by the dairy farmer for these same products dropped 54 percent.

DR. PIERCE:

Didn't the price of some of these dairy products drop more than the price of others?

DR. HOWE:

That's an important point. You understand, Dr. Pierce, that the 37 percent drop I mentioned represented the average drop in the prices of the various milk products grouped together. But if you considered the price of each of these dairy products separately, you found they had not all declined evenly. Take milk and butter. Against the average drop of 37 percent for the whole

group, the retail price of milk fell off 26 percent this past year as compared with 1929. The retail price of butter, on the other hand, fell off 51 percent.

DR. PIERCE:

Dr. Howe, what about the decrease in consumption of dairy products----- have you any figures on that?

DR. HOWE:

I can give you some from memory. But let me first explain that milk sold to consumers in bottles or other containers is known in the dairy industry as fluid milk. The part left over from farmer's total milk supply after he has disposed of the portion he sells either to the distributor or to consumers directly as fluid milk, is known as surplus milk. He sells this surplus milk mostly for manufacture into butter, cheese, and other dairy products, and gets less for it than for his fluid milk.

Now since 1928 the production of all milk has been increasing at the rate of 3 percent a year. Since 1930 the consumption of fluid milk alone has been decreasing at the rate of 1 percent a year.

DR. PIERCE:

Than a larger portion of the farmer's fluid milk supply must be sold as surplus milk for which he gets less money.

DR. HOWE:

Exactly. This means that more milk is being turned into butter, cheese, evaporated milk, etc., consequently the stocks of butter and cheese in cold storage have grown larger. On November 1, last, the stocks of butter and cheese in cold storage and the evaporated milk in manufacturers' hands were 87 percent heavier in terms of milk equivalent that on November 1, 1932. On January 1, of this new year, there were more than one hundred and eleven million pounds of butter in the cold storage warehouses.

DR. PIERCE:

Do you mean that there are more than one hundred and eleven million pounds of unsold butter?

DR. HOWE:

There is that much in storage, but 40 million pounds of it have been bought by the government to distribute to the needy.

DR. PIERCE:

Why, that's an enormous amount to be lying away in storage!

DR. HOWE:

It is. Enough to give every person in the United States almost one pound of butter. More than twice as much as the 5 year average for January 1, of butter stocks in cold storage, and nearly 5 times as much as the total in storage on January 1 last year. Now, perhaps, you can get a picture in your mind of the disastrous situation in the dairy industry.

DR. PIERCE:

But what I don't understand, Dr. Howe, is why dairy farmers keep on increasing the milk supply with milk consumption falling off as it has. If I were in their place, I'd sell some of my cows for beef instead of spending money to feed them and getting milk from them that I have to sell at a loss.

DR. HOWE:

If you sold them for beef, you'd take a loss there, too. The livestock market is also in a bad shape, Dr. Pierce. The consumption of meat has declined sharply. Farmers who make a business of raising beef cattle are faced by the situation of either having no market for their cows or having to sell them at a big loss. The result is that many are keeping their beef cows on the farm and milking them, thus adding to the surplus milk production of the regular dairy herds.

DR. PIERCE:

What an awful situation all around! I don't see how anything much can be done about it until incomes rise enough to make milk consumption normal again.

DR. HOWE:

Well, something has to be done about it until industrial payrolls rise to a level that will restore buying power sufficiently to absorb the farmer's production and to insure him a fair return for his investment and labor. I have tried to give you the whole picture of the milk situation. The Agricultural Adjustment Administration, as soon as it came in, set about tackling the dairy problem. The Agricultural Adjustment Act provides for milk marketing agreements. The design of these agreements is to make the business of producing, distributing and processing milk more orderly and thus stabilize milk prices. Any group of farmers large enough to be representative of the milk shed or dairy farming area in which they operate, or groups of farmers and distributors together may ask for such an agreement.

Well, many milk marketing agreements were signed and went into effect. Then complaints began coming into the Agricultural Adjustment Administration. In some cases the farmers complained that the agreements were not working to their interest. In other cases, farmers and distributors were dissatisfied. In still other cases farmers, distributors, consumers, everyone, complained.

DR. PIERCE:

Did these agreements fix prices?

DR. HOWE:

All milk marketing agreements must stipulate a minimum price to the farmer that will insure him a fair return. In a number of the agreements prices to be charges consumers were fixed.

DR. PIERCE:

There were hearings, weren't there, before the agreements went into effect?

DR. HOWE:

Yes. At first the policy was to hold public hearings in Washington. Finally the Agricultural Adjustment Administration decided that, since the milk problem was largely a local problem, the public hearings should be held in the localities affected so that consumers, farmers, distributors, all sides, could have the opportunity to be heard. Facts brought out by these hearings showed that some of these milk marketing agreements as drawn up were not producing desirable results. Furthermore, it was found that some agreements were having the effect of holding up fluid milk prices while milk for butter was dropping lower and lower. That is, some farmers were benefiting by the agreements while others were being hurt by them. Secretary of Agriculture Wallace called in farm leaders to help formulate a new policy. The other day he announced the principles of this new policy.

DR. PIERCE:

How will this new milk policy deal with the big surplus of milk that is being produced?

DR. HOWE:

It provides for balancing milk production with the demand for dairy products through production control. Such a program for the country is being worked out. The aim is to control milk production in such a way as to lift gradually the prices of milk and butter in correct relation to each other and to increase in consumers' purchasing power. All milk agreements now in effect will be cancelled on February 1 and revised to comply with the new policy. Associations of milk producers will not be able to sign these revised agreements

or sign new ones unless they pledge themselves to cooperate with the government in the proposed production control program.

DR. PIERCE:

How about prices--will they be fixed in the agreements?

DR. HOWE:

The new policy provides for fixing prices to the farmers only, except in special cases. The prices to be paid farmers for their milk will be worked out carefully to keep prices for fluid milk in balance with prices for milk to be made into butter, cheese and other products. The new policy also will protect dairy farmers against unfair competitive practices and against the possibility of distributors failing to pay them properly and regularly for their milk supply. In addition, milk pools and other devices are being planned so as to spread the burden of surplus milk production in each milk shed among all the farmers producing milk there.

DR. PIERCE:

Don't some of the agreements now in effect, but soon to be cancelled, fix prices to be charged consumers?

DR. HOWE:

Yes, but, as these agreements are rewritten, clauses providing this retail price fixing will be taken out of them. No more fixing prices to be charged consumers, according to the new policy, except when it seems necessary to fix a low minimum price to protect farmers from price wars among distributors, or to set a maximum price to protect consumers against monopoly gouging. Secretary of Agriculture Wallace, in announcing that a new milk policy was needed, said it was not the duty of the government to enforce fixed prices to the consumer. He said further that any fight that had for its objective merely an increase in milk distributors' profits must not be permitted to divert the Administration

from the fundamental job of production adjustment.

The other day Chester C. Davis, Administrator of the Agricultural Adjustment Administration, told the representatives of milk distributors that he knew of no instances where the Federal government undertakes to enforce retail prices for business enterprises except where it insists as a condition that the government shall have complete control of rate making, capitalization and returns. He pointed out that this is the practice in public utility regulation in which the government's policy is to regulate not only prices charged to consumers but also to eliminate competition and to assume public control through regulation of capitalization and rates of return upon capital.

DR. PIERCE:

Hasn't it been suggested that milk distribution be made a public utility?

DR. HOWE:

As Mr. Davis told the representatives of milk distributors, suggestions have been received from time to time that the distribution of milk should be treated as a public utility with the government regulating retail prices and profits. He pointed out that prior to the announcement of the new milk policy the fixing of retail prices charged by distributors to consumers was attempted in milk marketing agreements without, however, having these agreements require the regulations of profits and capitalization of distributors, such as is always required in other forms of public utility practice.

DR. PIERCE:

How about distributors' profits--haven't they been shrinking, too?

DR. HOWE:

I told you a while back how the prices received by dairy farmers had dropped. While the prices paid farmers for their milk this past year have

dropped 54 percent in comparison with 1929, all the costs and profits of distributors and other middlemen between the farmers and consumers dropped only 18 percent.

DR. PIERCE:

Why, that's all out of proportion!

DR. HOWE:

It is, Dr. Pierce. The Administration wants distributors to have fair profits but it does not want them to make excessive profits at the expense of the farmer and the consumers.

DR. PIERCE:

Now, Dr. Howe, will you tell us how this new milk policy will benefit consumers?

DR. HOWE:

Well, in the first place there will be no retail price fixing in the marketing agreements. Retail prices will be left to free competition. Where there is free and keen price competition among milk distributors, it works to the advantage of consumers.

DR. PIERCE:

Yes, but what if competition is not free and fair prices are not charged? What if distributors combine to hold up the price of milk?

DR. HOWE:

The Agricultural Adjustment Administration through Administrator Davis has announced that in cases where combinations of distributors should charge unduly high prices, the Administration would be at liberty to establish maximum limits on prices for consumer protection.

DR. PIERCE:

That certainly sounds good!

DR. HOWE:

Here's more good news: Consumers will have equal representation with producers and distributors on the local boards to be set up under the milk agreements. These boards will be part of the machinery provided for administering the agreements.

DR. PIERCE:

How will these consumer representatives be selected?

DR. HOWE:

The selection of the representatives of consumers on these boards will be left to the local community. In some places it might be decided to select them from women's organizations such as groups affiliated with your Federation of Women's Clubs, or Parent Teachers Associations, or some consumer group.

DR. PIERCE:

I think there should be at least one woman to represent consumers on each board. A woman who is a housewife and a mother.

DR. HOWE:

It will be up to consumers in the localities where these milk boards are established to see that they have suitable representation. It will be up to them to get representatives that truly represent the interests of the consumer. They will have a voice in administering the milk marketing agreements and whether they are going to use that voice effectively rests with them alone.

The objective of the Administration's new milk policy, Dr. Pierce, is to protect the farmer and the consumer. All farmers that sell milk will share in the advantages that will accrue from this new policy. Consumers will be protected from excessively high milk prices. They will be given the opportunity to have their say in the milk problems of their communities through equal representation on milk boards along with the farmers and distributors. They'll have to be alert,

they'll have to be articulate, if they want to get the full benefit of the protection the Administration provides for them through this new milk policy.

ANNOUNCER:

You have just heard Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration and Dr. Josephine Pierce of Lima, Ohio, second vice president of the General Federation of Women's Clubs, discuss the government's new milk policy. Next week Miss Julia K. Jaffray will return to the microphone. She has announced that next Thursday she will ask Dr. Howe to discuss "What Women Can Do For A New America."

This series of radio interviews comes to you each Thursday at this hour through the National Broadcasting Company. If you have any questions or suggestions in regard to these interviews, send them to Miss Jaffray, Washington headquarters of the General Federation of Women's Clubs.

WHAT ABOUT BREAD PRICES

A radio interview between Miss Julia K. Jaffray, Chairman of the Public Welfare Division of the General Federation of Women's Clubs, and Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, broadcast Thursday, February 1, at 5 P. M., EST, by NBC and a network of associated stations.

ANNOUNCER:

Miss Julia K. Jaffray, Chairman of the Public Welfare Division of the General Federation of Women's Clubs, and Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, are at the microphone, ready to discuss another subject of interest to the consumer under the National Recovery Program. Each Thursday at this hour Miss Jaffray or some other officer of the Federation of Women's Clubs interviews Dr. Howe on problems relating to consumers. The National Broadcasting Company takes pleasure in presenting Miss Jaffray.

MISS JAFFRAY:

I've asked Dr. Howe to tell us today about bread prices, but I think it would be a good idea to have him tell us something about other prices too. The Consumers' Guide which is issued by Dr. Howe's section in cooperation with other units of the Department of Agriculture and the Department of Labor, publishes every two weeks the average retail prices of 14 important foods as reported over the country. If you check against these prices the prices you are charged for the same foods by your grocer or butcher or dairyman, you will have a fair idea of whether you are paying about the same as the average consumer of the country or more.

I've asked Dr. Howe to give these prices to you today. You will want to take them down so you'd better get pencil and paper ready. Am I correct in say-

ing you will give prices for 14 foods, Dr. Howe?

DR. HOWE:

That's right. Most of these 14 foods reported by the Consumers' Guide are what we call basic foods necessary to the diet of the average family. The average prices which I am going to give you are based on prices of these foods in 51 cities of the country. These prices are collected by the Bureau of Labor Statistics. To know the average price of each food helps the housewife, when she is buying food supplies for the family, to judge whether she is paying fair prices. The prices I am going to quote to you were reported on January 16 and will be published in the next issue of the Consumers' Guide.

MISS JAFFRAY:

Do they still hold today?

DR. HOWE:

Well, in the main they still hold today as a basis for judging whether you are paying fair prices. As a rule, the foods listed by the Consumers' Guide have not changed much in price within the course of a month. Sometimes special circumstances arise that send prices up or down more than a cent, but most changes are a fraction of a cent. The new currency policy may force prices up much more rapidly in the coming weeks and months.

MISS JAFFRAY:

I think every one is ready now to take down the prices as you give them to us.

MR. HOWE:

All right! Let's see---butter heads the list in the Consumers' Guide so let's start with that. The average price of butter on January 16, was 25 and five-tenths cents. That's 25 point 5. Got that down, Miss Jaffray?

MISS JAFFRAY:

I've got it, thanks.

DR. HOWE:

I'll take milk as the next item. The average price of a quart of milk---that is, milk delivered to the home--was 11 and one tenth cents on January 16.

MISS JAFFRAY:

How did that price compare with the average price of milk a year ago?

DR HOWE:

Milk was little less than a cent higher on January 16, of this year than on January 15, last year.

MISS JAFFRAY:

How about egg prices?

DR. HOWE:

Let's see--- let me find them on the list---here they are---on January 16, the average price of a dozen of eggs was 29 and nine tenths cents. Have you got that down?

MISS JAFFRAY:

Yes---29 and nine tenths cents. Isn't that a decrease?

DR. HOWE:

As usual at this time of the year the general trend of egg prices throughout the country is downward.

MISS JAFFRAY:

How about potato prices?

DR. HOWE:

Well, potato prices continue to go up. The average price for a pound of potatoes on January 16, was 2 and six tenth cents. That was about 73 per cent higher than on January 15, last year.

MISS JAFFRAY:

Let me see if I've got that potato price right. Did you say 2 and six tenth cents a pound?

DR. HOWE:

That's right. The next item is lard. The average price for a pound of lard on January 16, was 9 and four tenths cents a pound.

MISS JAFFRAY:

Will you give poultry and meat prices next?

DR. HOWE:

Well, let me find them on the list--here's the price of hens--22 and four tenths cents a pound. The average price of round steak was 24 and four tenths cents a pound, Leg of lamb comes next.

MISS JAFFRAY:

Just a minute--I want to be sure I have the prices of hens and round steak correct--hens 22 and four tenths cents a pound--round steak 24 and four tenths cents a pound.

DR. HOWE:

Don't forget those are the average prices. Leg of lamb, the next meat on the list, showed an average price of 21 and five tenths cents a pound on January 16, Got that, Miss Jaffray?

MISS JAFFRAY:

Yes--21 and five tenths cents a pound for a leg of lamb.

DR. HOWE:

Pork chops are next. They cost the average consumer 20 cents a pound on January 16.

MISS JAFFRAY:

That was higher than a year ago, wasn't it?

DR. HOWE:

Yes, consumers are paying an average of 21 per cent more for pork chops this year than last. On the other hand, the price received by farmers for their hogs was only about 10 percent more on January 15 as compared with last year.

MISS JAFFRAY:

You've given us 9 food prices so far.

DR. HOWE:

I haven't given you prunes and rice prices. The average price of a pound of prunes on January 16, was 10 and eight tenths cents. For rice we find an average price of 7 and five tenths cents a pound. Cheese is the next item. The average price of a pound of cheese on January 16, was 22 cents.

MISS JAFFRAY:

You haven't given us the price of flour yet.

DR. HOWE:

I was just coming to that. The average price of flour on January 16, was 4 and seven tenths cents a pound.

MISS JAFFRAY:

4 and seven tenths cents a pound--did you say?

DR. HOWE:

That's right.

MISS JAFFRAY:

How does that price compare with the average price of flour a year ago?

DR. HOWE:

Well, compared with a year ago flour cost consumers 62 percent more on January 2. This increase has been due chiefly to the small wheat crop this year. Farmers are getting practically double the price of wheat they got a year ago.

I've left bread prices to the last. Bread prices, like wheat, have remained steady for some weeks.

MISS JAFFRAY:

What is the average price for a loaf of bread?

DR. HOWE:

On January 16, the average price of a pound loaf of bread was 7 and nine tenths cents. That price has been the average for six weeks. It shows a drop of one tenth of a cent from last October and November.

MISS JAFFRAY;

I heard of some city the other day where the price was 9 cents.

DR. HOWE:

There are six cities among the 51 reporting price figures which have been paying more than 9 cents for a loaf of bread. On January 2, the consumers of Jacksonville, Florida, were paying the highest average price-- 9 and seven tenths a loaf. The other cities which have been paying more than 9 cents a loaf on the average are Scranton, Savannah, San Francisco, Newark, New Jersey, and Charleston, South Carolina.

MISS JAFFRAY:

Why should they be paying such a high average price?

DR. HOWE:

That's something for the consumers in those cities to find out. Consumer interest in bread prices in most places has probably helped considerably in keeping them closely in line with flour prices. The drop of one tenth of a cent in the average price of a pound loaf since November is the result of a lower price for flour. On January 2, the total cost of ingredients that went into the making of a pound loaf of bread was a little under 2 and eight tenths cents. This was a drop of about one tenth of a cent from the total cost of the same

ingredients on November 21, last, when the average retail price of a pound loaf of bread was 8 cents.

MISS JAFFRAY:

Dr. Howe, would you say that the average price of a pound loaf on January 16, -- 7 and nine tenths cents-- was a fair price?

DR. HOWE:

Well, I'd say that the change in price from 8 cents, the average price last October and November, to 7 and nine tenths cents, the average price since, seems a fair change. The fact that the total cost of the materials used in a pound loaf of bread dropped about one tenth of a cent and at the same time the average price to the consumer was reduced one tenth of a cent shows the consumer benefitted from the decrease in the cost of flour and other ingredients. While the change in price seems fair, I couldn't tell you whether the price itself is fair without having the whole picture of labor costs, marketing, operation, overhead and other expenditures involved in the baking industry. When the NRA has analyzed all the facts and figures gathered in the hearing on the bakers' code which opened in Washington Tuesday we may be able to determine whether consumers are being charged a fair price for bread.

MISS JAFFRAY:

Then the wages of workers in bakeries haven't been increased yet under the NRA?

DR. HOWE:

Not under an NRA code since no bakers' code has gone into effect as yet. But under the President's Reemployment Agreement, wages in bakeries, as in other industries, possibly came up to the minimum set.

MISS JAFFRAY:

Isn't there any estimate of what part of the price of a loaf of bread goes

for labor costs?

DR. HOWE:

Well, I might quote from the trade weekly of the baking industry. Now, according to its figures, labor costs would have to be increased nearly 100 per cent before they should make a difference of as much as one cent in the price of a loaf of bread.

MISS JAFFRAY:

What about the processing tax on wheat--doesn't that add to the price the consumer pays for bread?

DR. HOWE:

The tax is 30 cents for each bushel of wheat. A bushel of wheat makes from 60 to 70 loaves of bread--that is, loaves of one pound weight. It all depends on the formula used in making the bread. If the formula produces 60 loaves out of a bushel, that would make the processing tax on each loaf only one half a cent. But, as a rule, the formulas used produce a larger number of loaves so that the processing tax in most cases amounts to less than one half a cent an a pound loaf of bread. It should in no case add more than one half a cent to the price of a pound loaf.

MISS JAFFRAY:

I wish I could find a loaf like that. It makes my mouth water to hear about it.... Another thing, Mr. Howe, when I pay for a pound loaf of bread, How do I know I'm getting a pound?

DR. HOWE:

Weigh your loaf. Weigh it in the store or at home. Then you'll know whether you're getting exactly the weight you paid for. A representative of the Consumers' Council of Miami, Florida, came to see us recently. He said the

women in that consumers' group weigh every loaf of bread they buy and are educating other Miami housewives to do the same. As he described them, they are a terror to dealers who sell underweight bread. They're what I call an alert consumers group. They keep on the job.

There are some states and cities which have laws requiring that the weight of the bread be printed on the wrapper or labeled on the loaf. That's a good law if enforced properly.

Last week, Miss Jaffray, we talked of what women can do to make a new America. Well, one thing they can do is to do their job as consumers. One of the most valuable jobs they can do in any community is to check up on the enforcement of local laws regulating weights and measures.

You club women and other women in the community should find out what state and local laws there are to protect you and the honest dealers who give you full measure and weight for your money. Find our whether officials whose functions are to enforce such laws are doing their job, whether they have been given the funds to do it thoroughly.

Help those officials by doing some testing yourself. Weigh each loaf of bread as you buy it. Watch the weighing of your meat, your coffee and other foods you buy. Better still, have scales at home by which you can test the correctness of your dealer's scales. If you haven't laws protecting consumers in the matter of getting full measures and weights, get your organizations to work to have such laws enacted. If your present laws are weak, work for better ones.

You women can render an immense service if you keep vigilant in protecting yourselves and other consumers from dishonest measures and weights, Strike terror into the hearts of dishonest dealers by letting them know you are constantly on the job.

ANNOUNCER:

Thank you, Dr. Howe, Thank you, Miss Jaffray. You have just listened to another of the series of radio interviews on consumer problems under the National Recovery Program. These interviews arranged by the General Federation of Women's Clubs come to you each Thursday at this hour through the National Broadcasting Company and Associated Stations.

Miss Jaffray has asked me to announce that next week she will ask Dr. Howe to tell about Federal Relief plans to make surplus foods available for free lunches for undernourished school children.

Send any questions or suggestions concerning these interviews to Miss Jaffray, care of the Washington headquarters of the General Federation of Women's Clubs.

SURPLUS FOODS FOR HUNGRY CHILDREN

A radio interview between Miss Julia K. Jaffray, Chairman of the Public Welfare Division of the General Federation of Women's Clubs, and Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, broadcast Thursday, February 8, at 5 P.M., E.S.T., by the NBC and a network of associated stations.

ANNOUNCER:

The National Broadcasting Company brings to you another radio interview in the series arranged by the General Federation of Women's Clubs to explain the National Recovery Program from the consumers' point of view, particularly as it relates to the farm recovery program. Today, Miss Julia K. Jaffray, Chairman of the Public Welfare Division of the Federation will again interview Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration. Miss Jaffray will tell you the subject she is going to discuss with Dr. Howe.

MISS JAFFRAY:

Well, I wanted Dr. Howe to tell us today about how foods distributed by the Federal Surplus Relief Corporation can be used to make it possible for all undernourished school children in the United States to have adequate lunches, but I don't know whether information along that line is available --------- How about it, Dr. Howe?

DR. HOWE:

Now I am quite excited about this. There is something I would like to have you realize. Do you know, Miss Jaffray, that there are more than 6 million children in the United States suffering from malnutrition? Let me repeat. There are six million children in the

United States suffering from malnutrition.

MISS JAFFRAY:

I do know it, Dr. Howe, and I think it's shocking!

DR. HOWE:

The tragedy of these children should disturb us to the point that, instead of merely talking about, we should all be doing something about it.

MISS JAFFRAY:

Dr. Howe, do you know how many of these 6 million malnourished children are of school age?

DR. HOWE:

There are no figures on that but to give you some idea of the depression's effect on the health of school children, let me quote the results of an examination made in 1932. Let--- me --- see --- where are my notes --- here they are --- this examination included 3 hundred thousand school children. It showed that malnutrition among boys and girls of school age increased from 13 and one half percent in 1927 to more than 21 percent in 1932.

This undermining of children's health is the concern of every one of us. Missing a square meal now and then may not show immediately in a child's health but insufficient quantity of food extending over a period of time or, as in the case of this depression, over a period of years will leave permanent scars. Unless we see to it that they are properly fed now, a large part of the 6 million children suffering from malnutrition will grow up handicapped physically and mentally.

MISS JAFFRAY:

Well, for one thing, we can see to it that the children in the schools have adequate lunches.

DR. HOWE:

I can't think of any thing that you women could do that would be more important. The Bureau of Home Economics suggests the slogan: Keep the school child growing. Hot lunches will help to do that.

MISS JAFFRAY:

One point I think ought to be emphasized, Dr. Howe. We shouldn't think that, by merely providing the children with some food each day, our job is done. Just any kind of food won't benefit the children. To have the value for which they are intended, school lunches must provide the right kind of food.

DR. HOWE:

Exactly. What happened right here in the District of Columbia illustrates just that point. I think many of this radio audience read about it in the newspapers. For the benefit of those who did not, I am going to tell what happened. This year for the first time the District government with the help of the District emergency relief administration provided free lunches for the school children who needed them. The other day Mrs. Roosevelt, accompanied by Dr. Louise Stanley, head of the Bureau of Home Economics, and other women, made an unexpected visit to one of the schools at lunch time. It was found that the food served was not at all the kind of food hungry and undernourished children should have. The District commissioners immediately got into action, so did a committee of women.

The result is that a whole new program for school lunches in the District is being drawn up with the assistance of the Bureau of Home Economics. A central kitchen is to be established in one of the school buildings. A woman who is a trained dietitian and has had wide experience in child feeding and serving food to large numbers has been engaged to supervise the lunches.

MISS JAFFRAY:

Isn't the Federal Surplus Relief Corporation to supply surplus foods for the lunches?

DR. HOWE:

Whatever surplus foods are available and are suitable for children will be provided through the District Relief Administrator. The Federal Surplus Relief Administration, Miss Jaffray, distributes surplus foods only through state relief administrators.

MISS JAFFRAY:

Then in communities where there are not sufficient funds to provide suitable lunches for all the school children who need them, the women can ask the state relief administrators for meat, bread, eggs or any other surplus foods that fit the needs of children.

DR. HOWE:

That's the procedure to follow. It will cost something like $4000 to equip the central kitchen where the District of Columbia school lunches are to be prepared. The Federal Emergency Relief Administration has been asked through the District relief administrator to provide the funds. There are Federal funds to assist the schools in providing lunches where

the need is shown; but, let me say again, requests for help from these funds must be made through state relief administrators.

MISS JAFFRAY:

Isn't it the plan, Dr. Howe, to make the school lunch system in Washington under the new program a model for the rest of the country?

DR. HOWE:

It is hoped to make it a model plan. The Bureau of Home Economics will assist in carrying out the program and in planning the manus. It is now furnishing the manus until the central kitchen is equipped for operation. Since Mrs. Roosevelt made her unexpected visit to inspect school lunches, the children every day have had nutritious soup, sandwiches, milk and fruit. Yesterday, for instance, the manu was soup thickened with macaroni and peas, a peanut butter sandwich of whole wheat bread, a half pint of milk and an orange.

Any community group who wants ideas for adequate school lunch menus should write the Bureau of Economics. It will suggest dishes that are not fussy or hard to make, that are inexpensive and can be prepared with the simplest of equipment. The children should have at least one hot dish. Some of the simple, inexpensive and wholesome dishes that the Bureau of Home Economics suggests are bean, oatmeal and potato soups, mixed vegetable soup made with meat stock or with milk and cream soups of all kinds. Then there are other dishes that are almost a meal in themselves such as creamed can salmon and Spanish rice.

MISS JAFFRAY:

The school lunch idea has been developing rapidly over the country, hasn't it Dr. Howe?

DR. HOWE:

Yes, it has been spreading rapidly. This winter the number of schools serving hot lunches is much greater than last year.

MISS JAFFRAY:

What about the rural schools--have you any figures as to how many of them are providing hot lunches?

DR. HOWE;

I can't give you any figures as to the number but you can get some idea of the way in which the idea has developed in the rural section by the fact that hot lunches are being served the children in many of the rural schools in some 35 states. Mothers, teachers, country nurses and workers of the Agricultural Extension Service are seeing to it that adequate lunches are served.

Mrs. Roosevelt, in speaking about school lunches, emphasized that the rural children should not be forgotten in plans for making it possible for school children everywhere to have adequate lunches. In a recent discussion I told you how the farm women and other rural women are displaying the heroic spirit of the pioneer women in weathering the depression. In their reports for the past year home demonstration agents of the Department of Agriculture tell how in many places these women in addition to their household labors and their efforts to earn extra money to keep their homes up meet in some community center and help prepare some hot dish for the school children's lunches. There are the women in the home demonstration club in Edgefield, South Carolina, for instance. The women in this club raised their own vegetables and canned them. After each woman had canned

enough to supply the needs of her own family she took her surplus vegetables to the community canning center and there the club made vegetable soup to keep the school children supplied with a hot dish at lunch through the winter. The club didn't have jars to preserve the soup. Some one thought of all the whiskey jars that had been confiscated by the county sheriff and were lying idle in the jail. The sheriff gladly turned them over to the women. In these whiskey jars enough soup was preserved to provide the school children with more than 64 thousand bowlfuls during the school term. Some citizen wrote a letter about the benefits of this nutritious soup to the children. Here's a paragraph from it:

"We don't wonder, we older people, that we have so many aches and pains. We will see to it that out children are fed properly and not have to suffer because of improper food."

MISS JAFFRAY:

There are different methods being used to carry out school lunch programs over the country. I think it would be interesting to hear about these different plans.

DR. HOWE:

I can only speak generally. In some schools, instead of supplying the whole lunch, milk and one hot dish are provided to supplement the lunch brought from home.

The school lunch program in the rural communities is often carried out by the farm bureau women or by the 4-H clubs of the boys and girls. Sometimes a parent teachers' organization or some other local group is the sponsor and supervisor. In some of the schools the older children

operate the lunch room as part of their school work in "food and health" courses. Sometimes the hot lunch service is made to furnish employment by putting it in charge of some capable woman who is out of work. Federal funds are available for this where the need is shown.

In some schools the teachers or school nurses make a special point of providing hot lunches for the children who are underweight.

Reports show that thousands of city school children go to school after a meager breakfast with no provision at all for lunch or carrying a slice or two of bread. There are thousands of rural children who are forced to get through the day on similar scanty fare unless a hot, wholesome school lunch is served them. The reports of Agricultural Extension Service workers tell of home packed lunches that contain nothing more than cold griddle cakes or cold hard biscuit. One child's lunch consisted of sliced bread with lard between. Extension workers report striking results in the health of small children after a few months of nourishing food at midday. In one class of 58 children 44 were brought up to normal weight.

MISS JAFFRAY:

Just how far school lunch progress can be extended in some communities depends on the space and equipment in the schools.

DR. HOWE:

That's true. The Bureau of Home Economics says to supply hot school lunches there must be not only a stove and cooking utensils, knives, forks, sppons, dishes and napkins but there also must be plenty of hot water for washing dishes and the general cleaning up.

MISS JAFFRAY:

Even with plenty of hot water it would seem to me a good idea to use paper cups, dishes and napkins for the children so far as it is possible. Then everything may be burned up after using.

DR. HOWE:

The Bureau of Home Economics suggests that, too. The Bureau also points out that there must be a place to keep food supplies--a cool, dry, clean place which can be used for such purpose. It stresses the fact that strictly sanitary handling of the food and thorough cleanliness whereever it is stored and served are points to be guarded carefully. Makeshift conditions of any sort where food is concerned create a serious danger of spreading disease.

MISS JAFFRAY:

Mrs. Roosevelt has suggested that hot school lunches be served not only to the children who come from homes where adequate food can't be provided for them but to every child in the school. Do you know whether the District of Columbia is going to carry out this suggestion as part of its new school lunch program?

DR. HOWE:

I understand it is hoped to carry out this suggestion later. Under the plan proposed children who could afford to pay would be charged for the lunches. Even children from well to do homes, Miss Jaffray, are often malnourished. No thought or care is given to their diet. In some cases children who are given money to buy their lunches at some place near the school spend it on candy or other sweets. Others carry lunches that are not suitable to a child's diet. If the children who are able to pay,

share in the lunches provided by the school great care should be taken that the children, who can't pay, are not made to feel that they are objects of charity. Some arrangement can be made by which the more fortunate children can pay without the knowledge of the others.

MISS JAFFRAY:

I don't see why there should be undernourished children in any community. Any organized group of women can make it possible for school children to have adequate lunches.

DR. HOWE:

They can, Miss Jaffray. We have talked about what women can do to make a new America. Here's a job for them--the biggest, most important job of all--to do something about the millions of malnourished children. We can't have a new America if millions of our future citizens are prevented from growing up to be sound, wholesome men and women.

Every one of us should feel it our responsibility to do something about it. Any group of women in any community can at least see to it that the school children have proper lunches. If they need federal help, they can ask for it through their state relief administrator. Let them get their city or town or county officials and the people of the community to back up this plea for help. The Bureau of Home Economics is ready to assist with suggestions about food and equipment.

Now make this your own business. If you have school lunches in your community, don't feel your job is done. Ask Miss Jaffray to mail you the radio talk. Make it your business to find out whether the right kind of food is served, whether it is prepared properly and under sanitary conditions. Do as Mrs. Roosevelt did in Washington the other day. Pay

unexpected visits to the schools at lunch time and inspect the food.

Here's a job for every woman whether she has children in school or not.

MISS JAFFRAY:

I hope all of the women in this radio audience will be impressed by what Dr. Howe has just said to the extent that they will follow Mrs. Roosevelt's example. As Dr. Howe has told us, it is the serious concern of each one of us to do something about the children who are suffering from the depression both in health and morale.

Now let us make an announcement that will interest you. Next Thursday Mrs. Poole, president of the General Federation of Women's Clubs, is going to interview Dr. Howe. The Federation is supporting John Collier, head of the Bureau of Indian Affairs, and cooperating with him in every way possible in his splendid program for the Indians. Mrs. Poole and Dr. Howe will discuss this program in next week's interview. They will tell you about the new deal for the Indian.

ANNOUNCER:

Thank you, Miss Jaffray. Thank you, Dr. Howe. You have just heard Miss Jaffray and Dr. Howe discuss school lunches in the series of interviews arranged by the General Federation of Women's Clubs and brought to you each Thursday at this hour by the National Broadcasting Company and associated stations.

The purpose of this series of interviews is to give the consumer an understanding of the National Recovery program. Send any questions or suggestions to Miss Jaffray, care of the Washington headquarters of the General Federation of Women's Clubs.

THE NATURAL PRIZE PACKAGE OF FOOD

A radio broadcast between Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Miss Julia C. Jaffray, Chairman of the Public Welfare Division of the General Federation of Women's Clubs, broadcast Thursday, March 15, by the N.B. C. and a network of associated stations.

ANNOUNCER:

In the next fifteen minutes you are going to learn of another spot on the wheel of recovery where women can put their shoulders and push. Miss Julia K. Jaffray asks the questions that all women who are ready to help in this great program want to know. She represents two million of them in the General Federation of Women's Clubs as Chairman of Public Welfare. And Dr. Fred C. Howe knows the answers, because he is Consumers' Counsel of the Agricultural Adjustment Administration. Here is Miss Jaffray at the microphone:

MISS JAFFRAY:

Dr. Howe, you set me thinking last November--thinking about eggs. Remember we had a talk about egg prices. And I have asked you since then about what women could do for recovery. You said one of the important tasks for women in the milk situation was to clear up the question of grades of milk. Does that apply to eggs, too?

DR. HOWE:

It does apply to eggs. It is just as important to have standard grading in eggs as it is to have graded milk.

MISS JAFFRAY:

In milk, of course, it's obvious: Babies must have milk, safe milk, of full food value, and pure. But eggs -----

DR. HOWE:

Babies must have eggs, too. The egg is a funny food, Miss Jaffray. The thing that makes the egg different from other foods is that it is not meant, first of all, for food. It is the beginning of a chicken. And so in that shell is every single element that is needed for making and feeding and developing new life. It's amazing when you stop to think of it. So it is quite natural that as our nutrition experts discover new food values they find that they are all neatly enclosed in that sanitary package, sealed by nature -- the egg. I think wise mothers have always realized this just by intuition. I know my mother did. As I grow older I notice the scientific people coming around to the same old diets my mother used to take such loving care to feed us children. ... If you look at the new books on infant care you find the egg yolks becoming more and more a foundation food.

MISS JAFFRAY:

But is there such a necessity for grading? Aren't eggs pretty good in the markets? I haven't bought a really bad egg in years.

DR. HOWE:

Eggs are a lot better than they used to be since they invented refrigerator cars and all. My grocer tells me bad eggs are out of date.

MISS JAFFRAY:

Then why is quality grading for eggs important?

DR. HOWE:

It is important to the consumer, Miss Jaffray, in a very subtle but effective way. I'll tell you how in a minute, But first I want to remind you that it isn't only the egg-eaters we're considering. In the Agricultural Adjustment Administration our idea is to push along the New Deal in the direction of the farmers. Graded eggs are a great help to the farmer who sells eggs. That means five and a half million out of six million farms. On those farms egg money means shoes and overalls and rubber boots and mittens.

MISS JAFFRAY:

Of course, women realize that farmers must be helped into their stride again, but I never thought of grades and standards as helping anybody but the people who buy and eat the food. I don't quite see where the farmer comes in.

DR. HOWE:

Here is where the farmer comes in, Miss Jaffray. Uniform grading would help the farmer to sell more eggs.

MISS JAFFRAY:

Well, that would be a help. But how do you know it would, Dr. Howe?

DR. HOWE:

They tried it out in Iowa. They set up four grades based on the Department of Agriculture standards, and grocers were not allowed to sell eggs any other way,

MISS JAFFRAY:

And did they really sell more eggs?

DR. HOWE:

They did. And what's more, it built up a quality market for the farmer. You see, because he got a better price for his fresher eggs, he had an incentive to take care that they got to the market fresh. Do you know that as a result of grading eggs, the farmers in Iowa boosted their average return from eggs by three cents on every dozen. That's a big jump. You can figure for yourself what that proportion would do for all the farmers who sell eggs in the country.

MISS JAFFRAY:

I never thought of that. And you say that the farmers not only got this higher price for their eggs, but actually sold more eggs, too?

DR. HOWE:

That's right. Denmark is another example. When the farmers there took over their own business and marketed their own products through cooperatives, they had the vision to see something they had never been able to show the commercial distributors: That it was actually good business to sell by quality grades. As a result, it frequently happens that if you are sitting in a first-class restaurant as far away as London, and particularly enjoying the flavor of your boiled egg, you can find on its shell a marking that you could follow back right to the farm in Denmark where the hen had laid it.

MISS JAFFRAY:

That word "flavor" you used then--is it the significant thing? Is it the flavor of really fresh eggs that increases egg consumption under the system of standard grading?

DR. HOWE:

Actual experience seems to point that way, Miss Jaffray. It may seem strange but a subtle thing like the flavor of a stale egg can affect poultry farmers in terms of millions of dollars. Sell some stale eggs to a housewife. She'll discover that Jimmy doesn't seem to have such a good appetite for his breakfast, that her husband has suggested that they try a "Continental" breakfast and lay off eggs for a while. Then down goes the EGG--consumption curve.

MISS JAFFRAY:

I've heard women say exactly those things: "I can't get my children to eat eggs at all." "We're tired of eggs at our house". I don't suppose most of them realize that stale eggs might be at the bottom of it.

DR. HOWE:

Canada has proved that point. In 1920 Canada went in for compulsory egg grading. Gradually egg consumption went up, almost doubled. Now the people of Canada eat nearly thirty dozen eggs a year apiece—that's about an egg a day. We in the United States don't come near that. We eat about three-quarters of an egg apiece a day.

MISS JAFFRAY:

Including everything, not only the eggs we eat as eggs, but the eggs we eat as cakes and custards and salad dressing?

DR. HOWE:

Yes, three-quarters of an apiece each day in whatever form.

MISS JAFFRAY:

Is that enough for health, Dr. Howe?

DR. HOWE:

It's not even enough as an average. A lot of us don't get even that much. According to the latest nutrition thought, WE ARE ONLY NIBBLING AT OUR HEALTH QUOTA.

MISS JAFFRAY:

Why isn't that a market for farmers to develop? But I suppose some people are eating other things in place of eggs.

DR. HOWE:

There aren't any other things to take the place of eggs, Miss Jaffray. According to Dr. Sherman of Columbia, eggs have no substitute on the diet, for children or grown people. Doctors prescribe an egg yolk a day for babies from the seventh month or before. The baby needs its iron, and he needs its Vitamin A to help him fight infectious diseases — like colds, sinus infections, tuberculosis. He needs its Vitamin D to build strong bones and straight sound teeth, to protect him against rickets, to help him in the terrific job of growing during the first years. The point is: Eggs are rich in minerals and in Vitamins A, B, D, and E, so you can see how serious it is if a whole country is not eating enough eggs.

MISS JAFFRAY:

Then it seems worthwhile for women to demand graded eggs whether we are interested in the farmers' income, or the health of our own families. But, Dr. Howe, what can women do? Shouldn't this matter be covered by a law?

DR. HOWE:

I'll answer your last question first, Miss Jaffray. There are laws requiring eggs to be sold by grades in many states and cities. And the Agricultural Adjustment Administration is working to get into the poultry codes provisions for standards and grades. ... But there is one law that applies everywhere, all the time. It is a law sacred to every merchant. That law says that the customer is always right. If women tell their grocers they want to buy Government graded eggs, the merchants will sell them Government graded eggs. You can depend on that.

MISS JAFFRAY:

How can a housewife be sure she is getting these eggs?

DR. HOWE:

Just look for the Government label which seals the carton. It shows the date when the grading was done.

MISS JAFFRAY:

Doesn't it make a difference how the eggs are handled after grading?

DR. HOWE:

You have hit a very important nail on the head, Miss Jaffray. It does make a difference how eggs are handled. A merchant who is willing to make a point of handling Government graded eggs is not going to take any chances on his investment by handling them carelessly. But not all grocers do know how. They do not realize that they are handling a perishable delicacy. There is a job of education for you women to undertake.

MISS JAFFRAY:

You mean, women should stop in and tell their grocers how to run their business?

DR. HOWE:

Yes, if you mean the same thing I mean by their business. As they see it, their business is to give the customer what she asks for at a price she will pay. She has to tell him that business, and she does tell him, every time she buys anything, not only by what she says, but by what she doesn't say.

MISS JAFFRAY:

I think I see what you mean. I have a friend who always watches her grocer to see where he gets the eggs he sells her. If he doesn't take them out of the refrigerator, he doesn't make that sale.

DR. HOWE:

If your friend tells the grocer why she doesn't buy, then she is helping to do exactly the educational job I mean when I said women would have to teach the grocers that eggs are a perishable delicacy. All good housekeepers know that they must keep their eggs in a closed dish in the refrigerator. Eggs absorb odors. Some of these same women will think nothing of buying eggs that are sitting out on a counter right next to onions and cheese and herrings. Or they'll buy eggs that have been in a window all day where the sun is beating on the glass.

MISS JAFFRAY:

I think women should make a point of knowing exactly what is a first quality egg. They are purchasing agents for their families, they should know the technicalities of their job.

DR. HOWE:

You are more than right, Miss Jaffray. A great many women do know as homemakers that it is just good business for them to be informed. But there are some others who make the grocer's job pretty difficult. They buy by superstition and out-of-date notions. For instance, a good many people think that all egg shells are white when they are fresh and as they get old they turn dark. That's nonsense. The color depends on the breed of the hen. It has nothing to do with the freshness of the egg or its food value.

MISS JAFFRAY:

Is it a superstition, too, that no cold storage egg is a good egg?

DR. HOWE:

If eggs have been in storage only a few months, and if they have been put into storage fresh, they are often even better than the others that you have to choose from. In, say, October or Nobember storage eggs may be your best buy.

MISS JAFFRAY:

Are there any scientific ways a housewife can tell for herself how fresh her eggs are?

DR. HOWE:

You can make a very good test for yourself. Break the egg on a plate. If the yolk stays round like a ball and the white stays solidly up around the yolk, then it is a very good egg indeed. Too, good for most commercial purposes. It is the kind that the Government calls "U.S. Special". The kind you pay extra for to coax a sick person back to health with eggnoggs and soft boiled eggs.

MISS JAFFRAY:

Wait a moment, Dr. Howe, the first grade is U. S. Special.

DR. HOWE:

Yes, the next grade is perfectly good for your breakfast. It is called "U. S. Extra". The yolk should still be solid and should not break easily, and the white firm and not "runny". The third grade, "U. S. Standard" is the usual egg on the market.

MISS JAFFRAY:

Is there any difference in the food value of the different grades of eggs, Dr. Howe?

DR. HOWE:

There are no definite degrees any one has been able to define. It's chiefly a question of taste.

MISS JAFFRAY:

Then if a women is smart enough to think up ways of making eggs appetizing in dishes where the flavor does not depend so much on the egg itself, she can buy the cheaper grades to use in these ways, can't she?

DR. HOWE:

Yes, egg dishes do not need to be dull eating. I know how to cook a good one myself. I learned it from one of the cleverest hostesses I know, who gives Sunday morning breakfasts.

MISS JAFFRAY:

Share it with us, Dr. Howe.

DR. HOWE:

It's quite simple. Any man could make it, and I know any man would like it. Just scoop out the insides of some good tomatoes, sprinkle sale and pepper inside and some butter and chopped up onion and green pepper and parsley. Then drop a raw egg in each one and bake slowly until the eggs are firm.

MISS JAFFRAY:

You make me hungry, Dr. Howe. Tell some more of your favorites.

DR. HOWE:

I like eggs in a dozen different ways -- scrambled with chicken livers, in rarebit, curried, scalloped -- with cheese-- I don't know the

names of the ways I like eggs, but I know the tastes. But if an egg is fresh I don't know of a better way to eat it than just plain boiled. Excuse me, I mean "coddled". Never let any one in the Bureau of Home Economics hear you say the word "boil". It seems that eggs should never actually reach the boiling point. Slow cooking is the idea for digestibility in eggs, even for frying.

MISS JAFFRAY:

Dr. Howe, I think you have made us all egg-conscious. I think you have given us an entirely new sense of the importance of eggs, both to our palates and our health, and to our national recovery too.

DR. HOWE:

I hope so, Miss Jaffray. I hope you will all get down to business and learn to be technically good egg-consumers.

ANNOUNCER:

You have been listening to Miss Julia K. Jaffray, Chairman of the Public Welfare Division of the General Federation of Women's Clubs and Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, who give us each Thursday an inside picture of Consumer problems and the way the women of the country can help to solve them, broadcast by the National Broadcasting Company and its associated stations.

SPRING TONICS FROM UNCLE SAM

A radio interview between Dr. Frederic C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Miss Julia K. Jaffray, Chairman of the Welfare Division of the General Federation of Women's Clubs, broadcast March 29, 5 P.M., E. S. T., by NBC and a network of associated stations.

ANNOUNCER:

The title I've been given for the next quarter hour's broadcast is different from the regular subjects I usually announce for the dialogue between Dr. Fred C. Howe, and Miss Julia K. Jaffray. Today it is "Spring Tonics from Uncle Sam". I haven't been let in on the secret, but no matter what it means, Dr. Howe's words as Consumers' Counsel of the Agricultural Adjustment Administration will be welcome to Miss Jaffray, who as Chairman of the Welfare Division of the General Federation of Women's Clubs, represents two million of his consumers. Here's Miss Jaffray now:

MISS JAFFRAY:

Dr. Howe, I see a suspicious gleam in your eye. I wonder what that means. Does it have any connection with this mysterious subject?

DR. HOWE:

Miss Jaffray, I'll confess. I've got spring fever. I'm playing hookey today. I'm not going to talk about facts and figures -- No, nor any of the serious, grim problems of agricultural recovery that we here in the Triple A's are trying to solve. I'm going to have some fun for myself today.

MISS JAFFRAY:

Well, I think it's about time. You've earned a little rest from talking about the job of being the "watch-dog of the market-basket". Besides--in this kind of weather -- have you noticed the buds on the Japanese cherry trees?

DR. HOWE:

Yes -- it's almost Easter -- tomorrow's Good Friday -- And I noticed another sign of spring -- the sign that always goes with cherry blossoms in Washington: License tags from all over the country. Walking down to work this morning I counted three from Ohio, two from Pennsylvania, one from Michigan --- .

MISS JAFFRAY:

I saw one from Iowa yesterday. By tomorrow they'll be here from Oregon and Montana and away off -- But, Dr. Howe, don't keep us in suspense. What does this title about spring tonics mean? Are you recommending some kind of medicine to your consumers?

DR. HOWE:

Well, not exactly. Not medicine out of a bottle. But medicine all the same -- and good medicine. I was thinking of prescribing some of the cures for spring fever that the Government keeps in stock -- right here in the Department of Agriculture. They're here every spring, year after year -- and not just in the spring, either. The Department is working on all sorts of helps for all sorts of people all the year round. But nowadays, with the newspapers so full of talk about our special New Deal jobs of recovery, we've sort of lost track of some of these splendid every-day, every-year services that Uncle Sam keeps thinking up for us all.

MISS JAFFRAY:

I think a lot of people never did know about them. I admit I've only got the vaguest kind of notion. And I swear I've never used a Government service. What are some of them, Dr. Howe?

DR. HOWE:

I'm glad you asked me that, Miss Jaffray -- because it gives me a good excuse to be lazy myself and just talk about other people's work... Well, here goes... I don't want to bore you with a lot of textbook stuff. I won't try to give you a real panorama of the work of the Department in order of its importance. Lots of the most tremendous and useful regular jobs it does, we probably won't even get around to today, but just hit some of the unexpected little helps the average woman might stumble onto in her regular work. Take you, for instance. Let's see what you'd run into in a day's routine. Just answer like a regular hundred-percent woman, busy keeping a home going -- a woman like most of your two million club members. . . . .

MISS JAFFRAY:

Do I have to be a farm woman, Dr. Howe? Isn't the Department of Agriculture just for the farmer?

DR. HOWE:

Of course, lots of great researches -- scientific and economic researches -- studying soil and crops and animal breeding -- are meant mostly for the farmer's use and for the Government to use to help the farmer, but it is an absolute fact that there isn't a person in the whole country -- man, woman or child -- who doesn't benefit by the Department's work every single day.

MISS JAFFRAY:

That's a big order, Dr. Howe. You'll have to prove it to me.

DR. HOWE:

Well, just one example. Take the Food and Drug Administration. Look what they've done, and are hoping to do even more, to protect us all from poisonous and adulterated foods and quack drugs, to give us labels that assure us of what we are getting in a package . . . that's just one, Miss Jaffray ...

But now, about the ones you could use, but don't: Let's start with one of your days as an average housewife. If you were in your own home right now -- and it was morning instead of afternoon -- and you were getting up to get at your work -- what would you do first?

MISS JAFFRAY:

Let me see . . . This is a good game, Dr. Howe . . . Well, I suppose I'd get dressed and cook breakfast ----.

DR. HOWE:

Stop right there, Miss Jaffray. You've mentioned two things and I score on both of them. If you put on a linen smock or apron -- or put linen on your table -- you are probably using the results of the Department's recent help to farmers in growing flax in this country. Of course, if you're wearing cotton, it's easier still. You should see the records of the work Uncle Sam has done on the boll weevil problem -- at desks in Washington and at experiment stations and field stations and by county demonstration agents in every spot where they have this trouble . . . Then of course, you could have selected the material according to the Bureau of Home Economics' research findings on how to choose textiles for their wear and fast dye and so on --

MISS JAFFRAY:

I had no idea of that, Dr. Howe. I could use that service. It's just a gamble when I buy clothes . . . Does the Bureau deal with silks, too?

DR. HOWE:

Yes -- such helps as how to find out if your silk is weighted with metal salts and so won't keep its shape, or clean, or press, or wear . . . Not only that, but it gives you the principles of making your clothes, to fit them so they look right. And -- still more -- it helps you plan your spending on clothes -- for the whole family. Children, too. It goes into all kinds of scientific ideas for dressing children to keep them healthy and comfortable, to teach them to help themselves . . . I guess the springiest thing in this line is a leaflet called "Ensembles for Sunny Days" --- it shows how to make the modern "sun suits" for youngsters.

MISS JAFFRAY:

How do people make use of these things, Dr. Howe?

DR. HOWE:

Well, most of the information that the Department of Agriculture has for women is in bulletins and leaflets. You get them by purchase from the Superintendent of Documents, Washington. You can get from his office lists of Government publications. The Department of Agriculture prints 30,000,000 copies of publications every year. Besides that, there is the network of county extension workers who pass on information to groups of women everywhere.

And then there is the radio, of course. And the Bureau of Home Economics issues a weekly sheet for newspapers called the "Market Basket" which often finds its way into the food advice you read in the newspapers without your knowing where it came from originally... But to get back to your day as a home-maker . . .

MISS JAFFRAY:

Oh, yes, I was getting breakfast . . . And after the lecture you gave me two weeks ago, I would have to have eggs, wouldn't I? By the way, is the Government egg grading service you mentioned part of the Department of Agriculture?

DR. HOWE:

Yes. But egg grading is a small thing, compared to what the Government does for you if you are having bacon, or ham, for breakfast. There's a really big service. The little purple stamp on your meat means that it has been inspected by the Government -- you're safe when you eat that meat. It's one of the many important things the Department does for the whole country.

MISS JAFFRAY:

It's about time to get on the gardening job, isn't it?

DR. HOWE:

Yes, it's a very good spring tonic. Both the exercise, and what you get out of your garden . . . They say, you know, that when our mothers used to dose us with sulphur and molasses in the spring, it was really the greens we ate that did the trick, while the sulphur and molasses got the credit.

MISS JAFFRAY:

Those greens in the spring used to taste good, didn't they? I can remember gathering them -- dandelion and lambs' quarter and so on . . . I wonder why spinach out of city markets never tastes so good?

DR. HOWE:

Well, it is naturally not so fresh as the greens you pick yourself out of your garden -- mustard or turnip tops or beet tops -- Besides, most people cook spinach too much. No wonder it's got such a reputation for being good for you but not good. If you don't put any water at all on fresh young spinach, except what sticks to it after washing, and cook it only a few minutes, it's amazing what a new flavor you'll discover in your old spinach. And it keeps the vitamins in, that way, too. Spinach has a lot of A, B, C and G, but poor B and C are killed with overcooking.

MISS JAFFRAY:

One of the best things I remember from our garden was lettuce.

DR. HOWE:

Did you ever have it "wilted"? I think that's one of the best dishes my mother used to fix. And the other day I noticed in the news release I was telling you about -- The"Market Basket" -- they recommended that same recipe for dandelion greens.

MISS JAFFRAY:

How does it go, Dr. Howe? I'm sure everybody wants to hear the recipes you like.

DR. HOWE:

It's simple. You just wash the greens and cut them up in little pieces with scissors. Then you heat four tablespoonfuls of bacon fat and a quarter of a cup of mild vinegar and a teaspoon of salt in a skillet and add the greens. Cover the whole business up and cook rather slowly until the greens are wilted -- and then you fall to.

MISS JAFFRAY:

Let's not talk about that, Dr. Howe . . . It's getting too close to dinner time . . . I didn't know the Bureau of Home Economics gave out recipes.

DR. HOWE:

Sure, they're always doing research to see how to get all these healthful things into our diet, painlessly and cheaply. The idea, over at the Bureau, is to work out ways of making things that are good for you, taste good. . . But our time is getting short, Miss Jaffray, and I've been so busy telling you the regular ways the Bureau of Home Economics helps you home-makers that I'll have to watch out or I won't be able to talk about Spring at all. As a matter of fact, I could cover the whole Bureau with a blanket statement that it is able to help women in every single home-making problem that ever came up . . . Here's a list of their publications and you can see for yourself . . .

MISS JAFFRAY:

Why, there are a lot of them here that would be particularly helpful in Spring, Dr. Howe. Look, there's one on "Housecleaning Made Easier". One on "Slip Covers". And "Window Curtaining". One called "Floors and Floor Covering." That's all good Spring service. And the gardening you were talking about ---- .

DR. HOWE:

Oh, yes -- and not just the home-maker's, but all gardens get help from the Department of Agriculture, -- amateur, professional -- little city gardens and even window boxes -- truck gardens -- all kinds. It has done researches on all kinds of plant nutrition and plant pests and plant diseases -- Oh, say, that reminds me. There is one disease they are working

on that would interest home-makers in some sections of the East. It's called the "Dutch Elm Disease", and it's spreading among our beautiful shade trees in a few states so far.

MISS JAFFRAY:

How do you recognize this disease, Dr. Howe? And then what do you do about it?

DR. HOWE:

If a person in the areas where the disease may appear notices elm leaves begin to wilt, he should begin to get busy. He should cut a twig and if there is a brown circle under the outer bark send the twig to the Dutch Elm Disease Laboratory at Wooster, Ohio.

MISS JAFFRAY:

Not in Washington?

DR. HOWE:

They started studying it at Wooster, Miss Jaffray, because an experiment station was located in Ohio where the disease first broke out. Most of the farmers' most practical help comes from experiments and demonstrations right in their own county by the state agricultural colleges and extension services. In every county there are extension workers helping both farm men and farm women in their problems. With the men it's mostly a matter of demonstrating farming practices best adapted to their particular types of soil and climate; that will yield the best return for their work. With women it's home-making services -- canning demonstrations, "clothing clinics" ---

MISS JAFFRAY:

What in the world is a "clothing clinic", Dr. Howe?

DR. HOWE:

Groups meet and get help in rebuilding family wardrobes -- dyeing, remodeling, etc. Then they teach handicraft where there is urgent need of cash to carry on -- basket weaving, hooked rugs, copper and leather work and so on. They take on civic enterprises -- they show department movies -- and about this time of year they're probably having spring tours to look at convenient kitchens and get ideas for organizing their summer's work. They plan the year's meat supply so they'll grow the right number of food animals for next year. That last is in cooperation with Bureau of Animal Husbandry -- but there, I don't dare get onto the work of <u>that</u> Bureau --

MISS JAFFRAY:

How about pets?

DR. HOWE:

There's even a bulletin on pigeons, Miss Jaffray. Some people have found that raising squabs is quite a profitable little business.

MISS JAFFRAY:

Yes, but I don't think I care to start it. We're getting rather far from me in my housekeeping, aren't we?

DR. HOWE:

Well, I didn't want to give you the idea that the Department of Agriculture is concerned only with vitamins and the wise buying of sheets and pillow cases. The range of services is so wide I could hardly read a list of them in our time.

MISS JAFFRAY:

The Weather Bureau is one, isn't it?

DR. HOWE:

Yes, and if you were in the shipping business you would realize what that means. Or if you had all the lives of people in flood and storm areas dependent on you. As it is, it might help you plan your picnics -- the forecasts are correct oftener than the jokes give them credit for . . . And, speaking of picnics, the Department can tell you how to recognize poison ivy, how to eradicate it. That, Miss Jaffray, is one of the most painful problems in the country.

MISS JAFFRAY:

You're telling me? And how about mosquitoes?

DR. HOWE:

Well, we take care of them, too, in so far as that is possible. And snakes. There's a mimeograph telling how to recognize poisonous snakes. With that in hand, you can start planning your vacation.

MISS JAFFRAY:

Ah -- I've got you there, Dr. Howe. I don't believe your Department can help me plan my vacation.

DR. HOWE:

Oh, doesn't it just? Listen to this, Miss Jaffray. Did you ever hear of the National Forest Service? Well, that's part of the Department of Agriculture. It's chiefly for conservation, of course, but maybe you didn't know that you could ask for your own little camp spot in one of these forests and the Government would lease it to you for a very small rent? And you can put up your tent or even build yourself a little house there. And live, there, for just as much of the year as you want to.

MISS JAFFRAY:

Why, that's wonderful, Dr. Howe. But where are these forests? Are they near enough to get to?

DR. HOWE:

That depends on where you live. There are about a hundred and seventy-five of these national forests. Most of them are not in the East, but I could name you quite a few. The George Washington, for instance, is in week-end distance from Washington. It's along the Blue Ridge extending from Winchester to New Market, Virginia.

MISS JAFFRAY:

That's one of the most beautiful regions I know. I had no idea it was possible to get a camp that way. Tell me how you go about it, Dr. Howe.

DR. HOWE:

The best thing would be to write to the Forest Service and ask for a folder showing possibilities in the nearest forest to you. Then go to it.

MISS JAFFRAY:

Let's leave the audience dreaming of a vacation under your Department's trees, by your Department's trout stream ---

ANNOUNCER:

And so Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Miss Julis K. Jaffray, Chairman of the Public Welfare Division of the General Federation of Women's Clubs, leave you with your spring dreams . . .

Next week their subject is more serious. It is also more vital. "Feeding Future Citizens" is the title, and Dr. Howe will be ready to answer any questions Miss Jaffray, in behalf of the women of the New Deal, wants to ask him, on the problem of providing noon nourishment to the school children who cannot afford to pay for it. . . .

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Recent surveys have brought out the startling fact that seven million children in this country are suffering the effects of the depression. Dr. Howe feels that because these children, the country's next generation, its future citizens, are at stake, we cannot afford to let this condition go on....

Dr. Howe will describe some of the ways that cities have found to end this state of things, and he will make some valuable suggestions for any community to put into use to save its children . . . .

'Until next week, then, at this same hour, when Dr. Howe and Miss Jaffray will continue their series of broadcasts showing consumers their place in the program of national recovery, with a talk on "Feeding Future Citizens", broadcast by the National Broadcasting Company and a network of associated stations.